

# Practical Exploration of Grassroots Preaching Work in Xinjiang--Taking Altay Region as an Example

Tianyi Mi

Xinjiang Normal University, Wulumuqi 830000, China

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**Abstract:** Xinjiang is located at the border, and since ancient times, it has been characterized by a large number of mixed communities, small settlements, and interlocking ethnic distribution, and the Altay region is a typical multi-ethnic settlement area with strong representativeness. This study summarizes the specific practical exploration of the work of the grassroots propaganda team in Altay region through observation, visits, questionnaires, etc., and gives suggestions for the future development of propaganda work after a comprehensive analysis.

**Keywords:** Propaganda work; Grassroots preaching; Altay region

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## 1. Background of grassroots propaganda work

Altay region in Xinjiang has a total area of 118,000 square kilometers, in ancient times is the pastoral land of China's ethnic minorities, since the Western Han Dynasty, successive generations of the central government has set up administrative institutions in this area. Altay region is a typical multi-ethnic settlement area, with a total of 25 ethnic groups living here. The 2020 population census of Altay City shows that the resident population of Altay region is 668,587, with the Han population accounting for 39.56%, the Kazak population accounting for 53.05%, and other ethnic minorities accounting for 7.39%, and that the urban population of the region accounts for 38.97%, and the rural population for 61.03%.<sup>[1]</sup>

Lower population density, diverse ethnic backgrounds, a large proportion of villages and the complexity of the composition of the residents of the Altay region led to a high degree of difficulty in carrying out the work of publicity, subject to the epidemic prevention and control needs to call a large number of manpower publicity force has been partially weakened, although this survey involves the cities and counties have put the publicity of the work of the important position in the arrangements, but the work of the publicity is still faced with a variety of dilemmas.

## 2. The effective exploration of grass-roots publicity work

### 2.1 "Colorful" preaching content

The content of the preaching is the fundamental part of the preaching that can accomplish its work efficiency. Altay region adhere to the people-centered work orientation, around the party and the country's major policies and guidelines to organize the work of the preaching, more than 30 large-scale preaching sessions organized by the Altay region, small preaching sessions are countless. The themes of the lectures were mainly from the Study Materials issued by the Propaganda Department of the Municipal Party Committee; People's Daily and Guangming Daily; the new media platforms Learning Power and Pomegranate Cloud; the State Council Information Office of the series of white papers related to Xinjiang; Chinese traditional culture; socialist core values; party history, Chinese history; people around the story of national unity; popularization of the law, fire safety, environmental protection, etc., covering a wide range of areas, involving a wide range of the formation of a diversified system of preaching.

### 2.2 "Systematic perfection" of the preaching team

The quality and ability of the propaganda team directly determines the level of propaganda work. In the training of preachers and work division, Altay region organized community education in college, undergraduate degree or above, for the masses to serve the strong ability to work as a key preacher training objects, the establishment of the preaching task force, will create materials,

review materials, planning to preach, the actual implementation of the formation of a standardized workflow, through the omnidirectional, three-dimensional, hierarchical, focused, innovative, diversified forms, close to the masses. Through a comprehensive, three-dimensional, hierarchical, focused, innovative, diversified, and close to the masses approach, a multifaceted linkage and synergistic preaching synergy has been formed. In the construction of the preaching team, Altay region has created “party school theory preaching”, “grassroots preaching team”, “red candle preaching group”, “small red boat preaching group” and other numerous and richly varied lecture teams.

### **2.3 The way of preaching is “enjoyable”**

The choice of preaching method is an important influence on the acceptance of the masses. Altay region to “micro-preaching” as the main way of preaching, that is, through the jurisdiction of the 10,000 party members, teachers and other organizations to form all kinds of preaching groups, to farmers and herdsmen’s families, farm bookstores, cultural compounds, patriotic education bases and classrooms, etc., to carry out grounded language, “small courtyard talks”, “Preaching Under the National Flag”, “Classical Recitation” and other activities, while launching various kinds of fine courses countless, “Literary talk” as a supplementary way of preaching, compared to the “micro-preaching” more personal, Altay region organized 15 “pomegranate seed culture squad”, created more than 20 song and dance type of literature and art works, Akan playing and singing works of 75, the mobile film projection car to carry out the red film Show more than 400 times.<sup>[2]</sup>

## **3. Thinking about the future of grassroots propaganda work**

The survey took the form of a questionnaire to understand some of the opinions, including 182 questionnaires for grass-roots preachers and 85 questionnaires for the general public.

### **3.1 The institutional mechanism should be more sound**

The results of the survey show that grass-roots preachers believe that the biggest problem they face is the lack of funding, followed by poor staffing, professional talents, again, hardware and facilities and grass-roots preaching work function of the weakening of the problem, a small number of preachers believe that grass-roots leaders do not pay enough attention. In this regard, Altay region should strengthen the top-level design, continue to establish systematic, systematic rules and regulations, promote the grass-roots preaching work institutionalization, normalization, standardized development, the implementation of the responsibility for specific to the party committees at all levels. The hardware facilities of grassroots preaching venues should be strengthened to provide powerful material conditions for preaching work. It should more actively absorb new blood, recruit more younger, higher-educated young groups, enrich the local preaching staffing, broaden the field of professional talents, and solve the problem of declining effectiveness of preaching work due to the shortage of preachers.

### **3.2 Lecturing talents should be cultivated as a priority**

The results of the survey show that grassroots preachers believe that the key to strengthening the construction of preaching talent team lies in providing more training opportunities, enhancing the initiative and enthusiasm of preachers and improving the treatment of preachers. The second is leadership attention and improvement of the management system. Altay region should increase the training of grassroots personnel, in the spirit of specialization, refinement of the principle of strengthening the training of preaching skills and methods, and strive to cultivate a number of politically strong, operationally sophisticated, personality, deep feelings of grassroots preaching team. At present, there is no real salary for the volunteer lecturers in Altay, and most of the non-volunteer lecturers are actually part-time government workers at all levels, which greatly inhibits the enthusiasm and initiative of the lecturers. A reasonable and sound evaluation mechanism should be set up to improve the quality of grassroots lectures, insist on rewarding the good and punishing the bad, and set up an unimpeded mechanism of promotion for the lecturers, so as to ensure the relative stability of the lecturing team, and to stimulate the vigor and motivation of the lecturing team. Vigor and motivation of the propaganda team should be stimulated.

### **3.3 The way of propaganda should be more varied.**

The results of the survey show that grass-roots communicators and the public agree that literary propaganda is the most popular form of propaganda. The grass-roots publicists think that the people are second in favor of household micro-preaching, seminar preaching, and lecture preaching, and they are less interested in the online preaching mode. The masses, on the other hand, are second in favor of online preaching, and third in favor of lecture preaching. The reason for the difference between the two is that on the one hand, it is difficult to quantify the degree of favoritism of online preaching, and on the other hand, the people are more happy with the online preaching which has a more relaxed and harmonious atmosphere than the tense lecture style preaching.

Different ways of preaching is just a carrier, the effectiveness of preaching is whether the theory is instilled. The traditional way of preaching has not been able to meet the diversified needs of the people, to promote the steady innovation of the preaching method, in the combination of literature and art and preaching more efforts, will be profound theory or convenient policy through literature, songs, dance and other forms of art easy to understand spread to the people, make good use of folk sayings and proverbs, oppose and resist the “Party’s eight-legged” type of propaganda, and enrich the content of the propaganda with practical stories, data, and examples to enhance the effect of the propaganda. At the same time, more energy should be invested in the new media preaching work, the audience of offline preaching is mostly concentrated in the middle-aged, the elderly group, the young masses of theoretical ideas more contact from the network, we should be adept at the use of new media as a new type of platform to expand the propaganda surface, the use of the network of audio, video, jitterbugs, WeChat, and other digital multi-media platforms will be the coverage of the work of the preaching to be further improved.

### **3.4 The content of preaching should be more grounded**

According to the survey results, grass-roots communicators believe that the public prefers to listen to the content closely related to the expected production and life, such as all kinds of policies that benefit the people, advanced models and good deeds around, laws and regulations, etc., The people think that they are more interested in the Party’s theoretical line policies and laws and regulations, followed by the international and domestic political and economic situation. The main reason for the difference between the actual situation and the preaching approach is that the people are more concerned about their short-term practical interests and the things around them, and the second reason is that the preachers are unable to explain all kinds of political terms in simple and clear words.

The life of grassroots propaganda comes from the masses, and whether it is effective depends on whether the propaganda is close to the masses, close to life in reality. Only by responding to the concerns of the masses, speaking the people’s language, talking about the people’s affairs, and being contemporary and valuable can we win the hearts of the people. In the preaching of the Party’s major policies, Altay should firmly grasp the theme “fly into the homes of ordinary people”, and use the people’s ability to understand and be willing to listen to the topics of patriotism education, Socialism with Chinese Characteristics, the Chinese Dream, Chinese traditional culture, and the strategy for governing the border to preach. The topic of “Home” is to educate people about patriotism, socialism with Chinese characteristics, the Chinese dream, Chinese traditional culture, the strategy of Xinjiang, and so on. At the same time can also be the subject of the times into the life, through the full excavation of local cultural connotations of the Altay region.

### **References:**

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